

City of Ravenna December 2008

## Local Freight Network

### Context

The Ravenna municipality area has 146.000 inhabitants. In compliance with the recently adopted Urban Traffic Plan, the Municipality of Ravenna is committed to reorganising the regulation of light-duty vehicles access to the Limited Traffic Zone. In general the policy of the Municipality on urban logistics is based on the outputs of urban logistics studies that were carried out during the last years. The principal aims of the policy were focused on:

- ❖ Stimulate a more efficient urban delivery system by increasing load factors and using clean vehicles.
- ❖ Regulate the access to the city centre, with the aim to encourage virtuous behaviour and discourage bad behaviour.
- ❖ Have at our disposal an effective system in order to control and enforce the rules.

The configuration of these results has permitted the development of a range of activities coherent with the real local needs.

### Objectives

The local network, established in 2002, has an overly political characterization, which undermines any technical assessment. START will witness a balancing of these dimensions, inasmuch the technical component will increase its influence rendering the network a truly operational instrument.

### Description of the actions

The Concertation Table has had a fundamental role during the development of the START project because it allowed the dissemination of the city logistics progress and the sharing of such progress with the stakeholders in Ravenna. In particular, the involvement of stakeholders allowed the Municipality of Ravenna to improve its culture on city logistics.

The Ravenna group of partners issued the whole project with an interdisciplinary approach: the Municipality ensured “political guidance” and issued the policies, ITL gave technical support/analysis, CONSAR helped with practices, etc. This characteristic of the group can be considered the driven force (strong point) of Ravenna. Moreover, the involvement of the local stakeholders improved the feasibility of the demonstration process. The starting point of the Ravenna Concertation Table was “new rules reducing business opportunities for operators”. From this common starting point, the Municipality and the other partners have been able to guide the culture of local city logistics through common principles shared from the local community: the need for improving city logistic services, for making the service more sustainable (i.e. through incentives to the consolidation of goods) and the need for meeting the retailer’s needs, in particular the ones working in the city centre where trucks presence has a negative effect on the perceived welfare of citizens and tourists.

### Further planning and expected results

The Concertation table will continue the meetings also after the end of START Project, three or four times a year. The Table will perform the task of defining consolidation of delivering pilot project. Some minor changes, requested by delegates of stakeholders, will be introduced in the new “Access and park in City Centre regulations”.

### Local partners

Municipality of Ravenna  
ITL  
CONSAR  
The Regione Emilia Romagna

### Contact

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